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INTERNATIONAL DEMOGRAPHICS

Youth in Decline: European Teenagers 1975-2000

		1975	1980	1990	1995	2000
EASTERN EUROPE	*in thousands*	11,380	10,470	9,868	364	10,894
	percent of population	11%	9.5%	8.4%	8.7%	8.9%
NORTHERN EUROPE	*in thousands*	7,665	8,041	6,468	5,894	5,999
	percent of population	9.3%	9.7%	7.8%	7.1%	7.2%
SOUTHERN EUROPE	*in thousands*	13,492	13,966	12,950	12,304	12,352
	percent of population	10%	10%	8.8%	8.1%	8%
WESTERN EUROPE	*in thousands*	14,602	15,047	11,243	10,555	10,953
	percent of population	9.5%	9.8%	7.3%	6.8%	7%
EUROPE	*in thousands*	45,958	46,614	41,220	39,671	39,804
	percent of population	9.6%	9.6%	8.2%	7.8%	7.7%

Source: *Demographic Indicators of Countries: Estimates and Projections as Assessed in 1980*, United Nations

Teenagers in Europe Decline

Between 1980 and 1990, marketers who target European teenagers will lose nearly 11 percent of their market just because fewer babies were born in the late 1960s and 1970s.

In 1980 there were nearly 46 million teenagers (for purposes of this article, people aged 12 to 17) in Europe. By 1990, there will be only 41.2 million and by the turn of the century, their numbers will have decreased to 29.8 million. While a reduction in the number of teenagers may have parents and some government officials heaving a sigh of relief, it is no small matter for firms that manufacture records, jeans, stereos, cosmetics, and other items targeted to this market. It could also create problems for firms that rely on teenagers as employees.

In fact, it is of such consequence that the European Society for Opinion and Marketing Research (ESOMAR) held a seminar this year solely on the subject of marketing to children and young consumers. A full report on the papers presented at that seminar follows on page 3 of this issue.

The general decline in European teenagers does not affect all sections of that region equally.

The most significant decline in the proportion of teenagers as a share of the total population will be in Western Europe where fertility rates declined earlier. Countries included in Western Europe are Austria, Belgium, France, West Germany, Luxembourg, Netherlands and Switzerland. The proportion of the total population of those countries that is aged 12 to 17 will decline from 9.8 percent in 1980 to just 6.8 percent

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by 1995. There were about 15 million teenagers in those countries combined in 1980. By 1995, there will be only about 10.5 million. In 2000 the number is expected to increase slightly to about 10.9 million.

The next largest decline is in Northern Europe which includes the countries of Denmark, Finland, Iceland, Ireland, Norway, Sweden, and the United Kingdom. The share of teenagers in those countries will decline by 2.5 percent this decade, from 8 million in 1980 to 6.4 million in 1990 and only 5.9 million by the year 2000.

Southern Europe including Albania, Greece, Italy, Malta, Portugal, Spain, and Yugoslavia faces a decline of about 2 percent in 12 to 17 year olds between 1980 and the end of the century. In 1980, those countries had a total of 13.4 million teenagers. By 2000 they will have only about 12 million.

Eastern Europe will be the least affected, but is, of course, the least open market for items teenagers buy and the place where teenagers have the least amount of discretionary income. Countries included are Bulgaria, Czechoslovakia, East Germany, Hungary, Poland, and Romania. In those countries, the teenage population will decline less than 1 percent from 9.5 percent of the population in 1980 to 8.9 percent of the population in 2000. While the proportion of teenagers will be less, the actual number will be higher, from 10.5 million in 1980 to 10.9 million in the year 2000.

At the same time that their numbers are declining, teenagers have more discretionary income of their own as well as more influence on family purchases, at least in middle and upper income families. Research worldwide shows that when women work outside the home, their teenage children become more involved in buying and preparing food for the family as well as doing other chores around the home such as yard work, babysitting younger siblings, housecleaning, laundry, and dishwashing, all of which puts them in a position to influence the purchases made to carry out these chores.

Increasingly, parents rely on their teenagers to help with decisions about high technology purchases such as a family computer or a video cassette recorder because they believe that their teenagers know more about these products from things they have learned at school or through their use of video games.

Editor's note: An article on how U.S. teenagers are changing as a market will be featured in the February 1985 issue of *American Demographics*. A single issue can be ordered from International Demographics, P.O. Box 68, Ithaca, NY 14851 for $5.00. •

Around the World

Growing Older In The Third World

Most developed countries have begun to voice concerns about the aging of their populations. They are examining the effects of aging on their social security and health care systems and trying to determine how to care for the elderly in a world that seems designed for the economically active.

But developing countries, too, have aging populations, as an article in a recent issue of *Populi* points out.

Rutgers professor Marsel A. Heisel writes, "Developing countries can anticipate a substantial increment in the numbers of people aged 60 and over by the end of the century and still higher rates of increase after that. But for most developing countries, the increase in the proportion of the aged will be moderate."

The United Nations 1982 projections, which were done after the results of many of the 1980 round of censuses were available, sheds new light on aging in developing countries.

"Between the years 1980 and 2000 the developed and developing regions of the world will add respectively 60.9 and 163.5 million persons aged 60 and over to their populations without any significant narrowing of the gap in their respective proportions: in the year 2000, the proportions of those aged 60 and over is expected to be 18.3 percent of the total population in more developed regions, and 7.4 percent in the less developed regions of the world. Between the years 2000 and 2020, the increment in the number of older people will be four times higher for developing than for developed regions," Heisel writes.

She points out that when a country has a low proportion of elderly, and a high fertility rate, there will be considerable growth in the number of aging people in the population.

At the same time that the proportion of people aged 60 and over in Kenya will remain at about 3 percent through the turn of the century, the number of people in that age group will more than double, from 508,000 in 1980 to a projected 1.1 million by 2000. The proportion of aged is projected to rise to only 3.2 percent of the population by 2010, but the number will have increased to about 1.8 million.

"Between 1980 and 2020, the number of those 60 and over is expected to quadruple in Brazil, Mexico, Nigeria, and Tanzania," Heisel notes.

As in most developed countries, the life expectancy gap is at work in developing countries. The majority of the elderly population in most of them will be women, many of them widows.

The *Populi* article discusses the implications for policy and development planners.

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West German Study Confirms Youth Retain Brand Loyalty

West German research into buying patterns and brand loyalty commissioned by a youth magazine at a 14-year interval across a range of products claims to have produced "a missing link" revealing strong brand loyalty carry-over from adolescence to adulthood.

Up to now it has not been clearly demonstrated that "adolescents — as the important consumers of tomorrow — set their standards for future consumption in their teens," according to Astrid Middelmann who reported the findings to a two-day seminar on marketing to children and young consumers. The seminar was held earlier this year by the European Society for Opinion and Marketing Research (ESOMAR).

Middelmann and Brigitte Melzer from Munich's IJF Institut fur Jugendforschung Markt-und Meinungsforschung GmbH (Institute for Youth Research) carried out the initial phase of their work in 1970 using more than 500 16-year-olds of both sexes. The second phase completed this year for *Bravo*, West Germany's largest-circulation teenage magazine, showed that 52 percent of this same group at age 30 "admitted being loyal to the brands they used in 1970, and more than a third of the sample — 38 percent — considered the same brands their main brands" 14 years later.

In all, 14 product areas from candy bars to beauty aids, comprising 145 brands, figured in the study. Sixty-nine percent reported loyalty to one brand of jeans throughout the 14-year period.

The researchers said their study, inspired in part by the 1979 United States study for *Seventeen Magazine* by Yankelovich, Skelly, & White, but using males as well as females and methodology appropriate to the West German market, contradicts shibboleths about youth as volatile, unstable, and non-consumer oriented.

Middelmann and Melzer concluded, "The answer is a definite yes to the crucial question: is it really worthwhile for a producer of branded products to start communicating on a long-term basis with young people?"

The researchers' "missing link" is a positive contribution in a vital market where resarch is prompted in part by growing concern over declining western birthrates. Some measure of the market's value can be gleaned from figures in three important child-and-youth-research countries: West Germany, France, and Great Britain.

For West Germany, the 1983 spending potential of 8 million 13-to-20-year-olds alone was estimated at about 30 billion DM, or more than $10 billion. In France the estimated value of the purchases of 8-to-16-year olds is 20 billion FF, or roughly $2.3 billion. In the British market, 8-to-16-year olds are estimated to spend about 2 billion pounds sterling or about $13 billion. United Kingdom researchers Cocks Williamson Associates Ltd. (CWA) recently concluded that 11-to-16-year-old Britons have the equivalent of $1.38 million annual disposable income. (Recent estimates for U.S. youth spending are between $30 and $40 billion a year.)

The U.S. is lagging behind Western European youth research in terms of researcher training and competence, as well as in the sophistication of its studies, according to David Cocks, seminar chairperson and chairman of CWA, a company that has worked with U.S. clients. He also told the approximately 50 delegates from at least 13 countries:

"The state of our art has really moved on since ESOMAR's first youth seminar in 1978. At that time, most of the papers were concerned with methodological problems — how to conduct interviews with children, and so forth."

The presentations at this seminar, he said, "show much greater consistency of approach, with more attention paid to lifestyle research in a social, cultural and market context. Just a few years ago the approach to youth marketing was rather oversimplified. . . . Now, we're coming of age," Cocks said.

A Study in Context

The Middelmann/Melzer research was one such study in context. The work took note of earlier studies which concluded that adolescents are independent consumers who also exercise an active influence on family consumer patterns. Their attitudes are being influenced by psychological and sociological changes.

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Average Brand-Loyalty
n = 503

	Brand-use in 1970 as well as in 1984	*Main brand in 1970 and in 1984*
Chocolate in bars	64%	43%
Jeans	63%	49%
Pre-fabricated potato-products	62%	52%
Automobiles	62%	40%
Chocolate-/candy bars	62%	36%
Coffee	56%	43%
Frying fats/shortening/oil	54%	35%
Mail-order business	51%	37%
Hair grooming products	48%	29%
Oral hygiene	47%	37%
Eye make-up	42%	32%
Soap, deodorants	42%	25%
Detergents, softening agents	41%	28%
Non-alcoholic drinks	38%	42%

Advertising to young people is worthwhile, because they are not only the consumers of tomorrow, but also because they are obviously also true to a lot of products they used or preferred in their youth.

Source: B. Melzer and A. Middelmann from "Marketing to Children and Young Consumers," ESOMAR, Amsterdam, The Netherlands.

Country Profile
Spain

From the misty green mountains and clear blue fjords of the northern coastline to the sunny, sandy beaches in the south, Spain is a country that conjures up visions of an easier, more relaxed way of life. Many travelers succumb to the lure of Spain, making tourism one of the country's largest commercial endeavors. In recent years, tourism was responsible for approximately 20% of Spain's gross domestic product.

Visitors flock to Mallorca in the Balearic Islands, Tenerife in the Canaries, as well as the Costa del Sol (or Spanish Riviera, as it is often called) on the peninsula. Many even find their way to the Spanish cities of Ceuta and Melilla on the North African coast.

The outlying presidios combine with the Iberian mainland to make up the 194,885 square miles of Spain, making it about the size of Colorado and Wyoming combined.

Regions and Cities

The regional boundaries of Spain are a legacy of the ancient borders of medieval kingdoms. Naturally segmented by mountain ranges, the country is divided into six regions: Castille on the vast central plateau; the northwestern region of Galicia; the Basque Provinces in the northeast; Catalonia on the western end of the Mediterranean; Levante, a coastal region south of Catalonia; and Andalucia, the southernmost region.

Spain, once a mainly agrarian society, is shifting towards a more industrialized civilization. Concurrent with industrialization is a migration of workers from rural to urban areas.

Spain has an estimated 1984 population of 38,717,000, of which 77 percent reside in urban areas. Approximately 28 percent live in the three metropolitan cities of Madrid, Bilbao and Barcelona. Ten years ago, only 70 percent of the population lived in any urban area.

Spain's annual population growth rate currently stands at 0.5 percent, a marked decrease from the 1.05 percent average annual growth rate between 1960 and 1980. Compared with other major Western European countries, Spain is sparsely populated with an average of only 196 people per square mile.

Ethnicity and Religion

Although modern communications and transportation have served to mitigate the importance of the country's natural barriers, Spain's regions still retain remnants of their previous cultures. Traditional modes of dress, customs, speech patterns and, in some cases, languages survive within regions that were independent self-governed kingdoms in the past. Today, regional nationalism is still prevalent.

There are four major ethnic groups in Spain. The largest is Spanish, which accounts for 72.8 percent of the population and consists of Castilians, Valencians, Andalucians and Asturians. The Catalan make up 16.4 percent, Galician 8.2 percent, and Basque 2.3 percent of the population. The Gypsy population numbers approximately 200,000 and is a minority group that is not fully integrated into Spanish society. The Office of Gypsy Affairs was recently created to deal with the problem and improve the Gypsy situation. The remaining 0.3 percent consists mainly of native-born Gypsies, illegal Africans, expatriates from the United States and Britain, and displaced persons from Latin America, Indonesia, and Iran.

The Spanish parliament is considering legislation to alleviate the plight of illegal African immigrants

• *cities of 1,000,000 or more*

and displaced political refugees. There are thousands of Africans and over 80,000 refugees in Spain, most without legal status or adequate means of support.

Castilian Spanish, the official language during the tenure of General Francisco Franco, is spoken by most of the citizens of Spain. Catalans speak their own language which is similar to the French Provencal or "langue d'oc."

Open practice of all religions is now permitted in Spain, and Roman Catholicism is no longer sanctioned as the official religion of the country. However, over 90 percent of the population report themselves as Roman Catholic although only about 35 percent attend church regularly.

Age Distribution

Spain has one of the youngest populations in Europe with 41 percent of the populace under age 24. Eleven percent are 65 years or older and the remaining 48 percent fall between the ages of 25 and 64.

Spain's birth and death rates are steadily declining. The birth and death rates, 19.4 and 8.2 per thousand respectively in 1974, declined to 13.0 and 7.0 in 1983.

A life expectancy of 73 years for both sexes is comparable to that found in the United Kingdom and only one year less than that in the United States. Life expectancy statistics by gender are 70 years for men and 76 years for women compared to the U.S. statistics of 70 and 78 respectively.

Households and Families

Families in Spain tend to be extended families compared to the nuclear families common in the United States. The average household often consists of three generations. An upper middle-aged man and wife may find that their roof shelters a widowed mother, an unmarried sister, themselves, and their children.

In the U.S., couples often begin their marriage on the proverbial shoestring. Young marrieds may move in with either set of parents for a brief time or, more often, rent a small, inexpensive apartment that is either sparsely stocked with cast-off or makeshift furnishings, or is rented furnished.

By contrast, Spanish couples normally do not marry until the breadwinner is sufficiently established in his profession to afford the purchase or long-term lease of living quarters. The house or apartment will be completely outfitted with all furnishings before the marriage occurs. Consequently, Spanish men often do not marry until they have reached their thirties.

Single-person households are a rarity in Spain. Daughters and sons normally live at home until they are married. Even if they are sufficiently employed to afford a separate apartment, they do not seem inclined to leave the family nest.

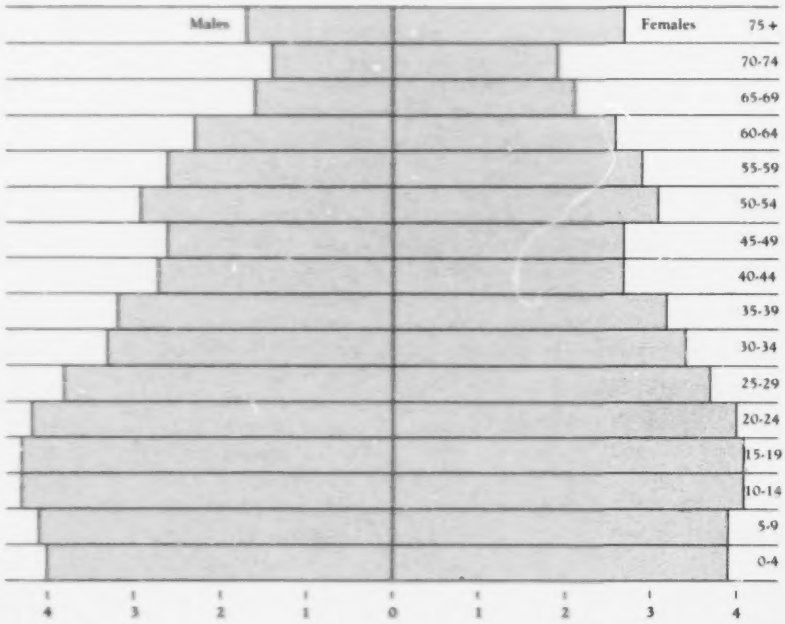
Daughters who do not marry are fated to spend their remaining years in the service of their family. They will remain with the parents, tending to parental wants and needs as long as the father lives. They then will join the family of a brother or sister, helping with the domestic chores of cooking, cleaning, washing, and childrearing.

Housing

By United States standards, Spanish dwellings are small. Although Spanish apartments and houses contain a

Population of Spain by Age and Sex: 1984

(in percent)



Age Group	*Total*	*Male*	*Female*
All Ages	38,717.0	18,988.7	19,728.3
0-4	3,067.7	1,565.6	1,502.1
5-9	3,075.6	1,568.6	1,507.0
10-14	3,266.2	1,671.8	1,594.4
15-19	3,255.3	1,665.9	1,589.4
20-24	3,185.8	1,626.2	1,559.6
25-29	2,909.8	1,470.3	1,439.5
30-34	2,616.0	1,295.6	1,320.4
35-39	2,458.1	1,230.0	1,228.1
40-44	2,092.8	1,030.5	1,062.3
45-49	2,067.0	1,008.7	1,058.3
50-54	2,326.0	1,134.7	1,191.3
55-59	2,127.5	1,023.5	1,104.0
60-64	1,874.4	881.6	992.8
65-69	1,439.5	631.4	808.1
70-74	1,268.8	539.1	729.7
75+	1,688.7	646.3	1,042.4

comparable quantity of rooms, the rooms themselves are undersized.

With rare exceptions, there are no wooden houses in Spain. The more elaborate buildings are constructed of brick. Farm dwellings are mostly built from stones that were cleared from tilled fields. The structures are usually erected using double walls of rough brick. Air space between the walls provides a simple form of insulation. Modern insulating methods are unknown.

The external structure is sprayed with a form of liquid stucco and then whitewashed. Roofs are flat and constructed of terra cotta tiles.

Spanish ceramic tiles are used to finish the walls of kitchens and bathrooms. The remaining rooms are normally stucco-sprayed and whitewashed although the extremely rich may opt for decorative tiles. Wood paneling does not exist. Floors are covered with ceramic or terra cotta tiles, marble (in elite homes), or a combination of ceramic tiles with marble chips.

Air conditioning is unheard of in private homes. Heating is supplied by fireplaces, small portable heaters, or cooking stoves. Large modern hotels and office buildings may be centrally heated although air conditioning is not nearly as common.

Literacy and Education

The literacy rate, defined by the number of adults age 15 or older who can read and write, has risen sharply in recent years from 87 percent in 1974 to 97 percent in 1981. The increase can be directly attributed to mandatory education for children under the age of 14 and the availability of continuing adult education courses.

Pre-school is available for children ages two through five where tuition is free and attendance is voluntary. Compulsory education begins with General Basic Education (EGB), encompasses ages 6 through 14, and is the equivalent of grades one through eight in the United States. EGB is free at public schools and available in many government-subsidized private schools.

After satisfactory completion of EGB, students may enroll in an academic program (BUP) or a vocational training program (FT). Attendance is voluntary and tuition is free at public schools. BUP graduates who wish to continue their studies will normally attend one year of college preparatory/orientation classes before entering a university.

The 32 institutions that make up the Spanish university system offer five-year programs in law, sciences, humanities, engineering, and architecture. Additional graduate studies through the doctorate level are available.

Spain's student population was 8,991,532 in 1981, of which 65 percent attended public schools or public universities. The remainder attended private schools (3,232,842) or private universities (19,449). Scholarships are available to qualified students at both public and private universities. Only 1 percent of university enrollment consists of students whose families are members of the working class.

Labor Force

Spain has the highest jobless rate in Western Europe. Statistics released by the government at the end of May indicate an unemployment rate of 20 percent in a work force of 13.2 million. Officials at Spain's Employment Ministry claim that these statistics are distorted and artificially high. Government economists estimate that a submerged (unreported and unregistered) economy is thriving and could account for as much as 10 percent of the gross domestic product. The government also estimates that as many as 60 percent of the 2.6 million unemployed are under the age of 26 and are seeking their first jobs.

"SPAIN HAS THE HIGHEST JOBLESS RATE IN WESTERN EUROPE."

Spain's official 10.6 million employed workers is the lowest number in more than 30 years. The downward trend is expected to continue as the government continues its war on inflation and its modernization of heavy industry.

In 1978 the labor effort was divided as follows: manufacturing, 26 percent; agricuiture, 20 percent; services, 40 percent; construction, 10 percent; other, 4 percent. By 1980, the agricultural labor force was only 14 percent of the total. Services had increased to 46 percent.

Minimun standards are set by the Ministry of Labor for wages, hours, social security, health and safety, holidays, vacation, personnel classification, and labor incentives. The legal national work week in Spain consists of 44 hours. Unless prior arrangements are made through the Ministry, the number of hours worked in a single day may not exceed 9.

Spanish law requires a paid annual vacation of 21 working days. Official holidays number approximately 18 per year and are dependent in part upon the number of local

Spanish Cities with Populations Over 100,000

Madrid	3,520,320	Badalona	162,888
Barcelona	2,000,000	Gijon	159,806
Valencia	713,026	San Sebastin	159,557
Sevilla	560,000	Sabadell	148,223
Bilbao	450,000	Santander	143,100
Palma de Mallorca	450,000	Pamplona	137,400
Zaragoza	449,319	Cadiz	135,748
Malaga	402,000	Tarrasa	134,481
Hospitalet de Llobregat	241,978	Oviedo	130,021
Valladolid	227,511	Salamanca	125,132
Cordoba	216,400	Burgos	118,366
La Coruna	195,000	Vigo	114,526
Granada	185,799	Cartagena	109,000
Jerez de la Frontera	182,000	Almeria	104,008
Alicante	177,918	Murcia	102,242

Source: Polk's World Bank Directory, International Edition, Mid-year 1983 Issue, R.L. Polk & Company, Publishers.
Reporting: Year-end 1982 and later information.

religious holidays. Election days are automatically paid non-working days.

Labor unions in Spain are guaranteed the right to freely organize, negotiate, and strike. According to a recent report submitted by the U.S. Department of State, unions are neither officially harassed nor governmentally controlled. Although there are more than 1,000 trade unions, only 18 percent to 20 percent of the Spanish labor force is organized. The majority of workers remain unaffiliated.

The Economy

From 1965 to 1974 the Spanish economy achieved an unprecedented average annual growth rate of 7 percent, making it the second fastest growing industrialized country in the world. In the following years, real gross domestic product (GDP) declined, averaging only 0.7 percent from 1979 to 1982 and reaching its lowest point of 0.3 percent in 1981.

Recent trends show a definite recovery in the economy. Preliminary official reports estimate a real GDP growth of 2 percent to 2.5 percent for 1983. The government's economic goals for the next three years call for real GDP growth to average 3 percent per annum.

Governmental controls instituted by the socialist regime of Prime Minister Felipe Gonzalez Marquez produced an improvement in a number of economic indicators. The rate of inflation decreased by 2 percent. The loss of foreign exchange reserves decreased from $3.5 billion in 1982 to $350 million in 1983. Demand for domestic products rose modestly while exports increased sharply by an estimated 8 percent to 9 percent in real terms.

Although the total Spanish import market declined only slightly in 1983, the U.S. share of the market dropped to 11.4 percent from the previous year's share of 14 percent. The decline in U.S. market share is directly attributable to a strong dollar on international money markets.

The U.S. Department of Commerce has identified "best prospects" for future United States exports to Spain. Chemicals, computers and peripherals, industrial process control equipment, telecommunications equipment, food processing and packaging equipment, electronics production and test equipment, and electronics components are all expected to be growth areas for U.S. exports.

AP/Wide World Photos

Women

Occupational barriers exist that restrict most women from meaningful employment in the Spanish work place. Women are often confined to secretarial or clerical labors, lower echelon educational positions, or domestic work. Women typically receive less pay than their male counterparts despite the Spanish law requiring equal pay for equal work.

Well-educated women from wealthy, aristocratic families are exceptions to the rule. Women who fall within this category are treated as respected members of the business community and may be found on boards of directors or in the parliament.

Male attitudes towards women in the work place are behind those in the United States. *Mujer en casa y la pata quebrada*, an idiomatic phrase oft stated by Spanish men, translates roughly as "A woman's place is in the home even if it takes a broken leg to keep her there."

Recognizing the inequality between the sexes, the government of Spain recently formed an agency designed to deal with the problem. The Women's Institute was created to fight discrimination against women and to promote women's rights within the country.

Sources of Information

The most detailed demographic statistics available for Spain are published in Spanish by the *Instituto Nacional de Estadistica*. Data can be obtained by contacting Consejo Superior de Estadistica, Paseo de la Castellana #183, Madrid; telephone 279-9300.

Limited information may be obtained from the Information Counselor, Senor Enrique Garcia Herraiz, at the Spanish Embassy. Address inquiries to: Information Department of the Embassy of Spain, 1400 Eye Street N.W., Washington, D.C. 20005; telephone (202) 898-1006.

The International Trade Administration of the U.S. Dept. of Commerce offers several useful publications. "Marketing in Spain" (OBR 79-03) and "Foreign Economics Trends" (FET 84-42) are available in single issues or by subscription. Contact the Superintendent of Documents, GPO, Washington, D.C. 20402; (202) 783-3238 for subscriptions or Publications Sales Branch, Room 1617, U.S. Dept. of Commerce, Washington, D.C. 20230 for single copies.

In 1985 the Foreign Commercial Service in Spain plans to work with the United States Travel and Tourism Agency to provide a USA Pavilion at FITUR, Spain's internationally famous tourism show. Interested parties may contact the FCS at either of the following addresses: Foreign Commercial Service, U.S. Embassy Madrid, APO NY 09285 or Foreign Commercial Service, U.S. Consulate General Barcelona, Box 5, APO NY 09285. •

—Linda Newcomb

Linda Newcomb is a freelance writer who lived and worked in Spain for six years.

NORWAY'S PIONEERING CHILD OMBUDSWOMAN

The European Commission in Brussels, which is lagging in its announced intention to promulgate regulations for the Common Market for marketing and advertising to children, could look to Norway for direction.

Two years ago the Scandinavian country established the world's first child "ombudsman" — who is a woman. Maalfrid Grude Flekkoy, whose official title is "Commissioner for Children," was the concluding speaker at the ESOMAR seminar on Marketing to Children and Young Consumers in June.

Flekkoy minced no words:

"Your concern," she told the delegates, "is what happens to your product; my concern is what happens to young children. Consumption is not for me, as it is for many of you, an end or an aim in its own right. What kind of consumer we should have and the scope and extent consumption should have is of more vital interest to me. . . . When there is a conflict of interests (between commerce and the child) — and, in a way, I hope there is — then we need to find a basis for discussion. If we're not aware of the conflict, then there can be no discussion. . . ."

Flekkoy, who lived in Washington during World War II and who later worked in psychiatrics in Philadelphia, said her Oslo office has handled nearly 1,600 cases — and about 3,500 requests for aid — since 1982. Most of them have dealt directly with children encountering difficulty at home, in school, and in other social situations. Norway's "ombudswoman" also advises the government in matters that could affect child welfare such as the pending legislation in her country to regulate video-film distribution to minors. •

Loyalty / *cont. from p. 3*

The researcher used a two-part methodology. At the first stage, the 503 respondents were aided in recall by listening to music from the early 1970s and by viewing photos and text related to important events from the time they were aged 16. Each respondent then completed at leisure a questionnaire on brand preference and use in 1970. At the second stage, an interviewing technique was used to chart 1984 use and preference. Among the findings:

— Brand loyalty was not limited to market leaders.

— Most recalled and preferred brands were advertised.

— Adolescents appreciate good food and expect producers to meet their quality and taste standards.

— Adolescents able to buy on family shopping trips are inclined to purchase what they think a parent should want.

— Brands mean "promises" of many kinds to youth — from a good ratio of quality, price, and usefulness, to appropriate advertising.

Middelmann and Melzer pointed out that brand loyalty was ingrained at a time of student revolt and other social unrest when it was fashionable to discard perceived authoritarian or establishment values. The two researchers conceded that further research is needed into more finite market influences on specific brands and the appeal of post-1970 brands over long-established ones, but they see no diminution in youth market brand loyalty.

A theme underlying several papers, including others from West Germany — and a topic of conversation outside the seminar room — was a widespread pessimism and skepticism about the future among Western European youth.

Psychographics

Manfred Schillinger, head of consumer research at Contest-Census GmbH in Frankfurt, said his preliminary research confirms the 1950s theory of sociologist David Riesman of an emerging "other-directedness" among West German youth.

Schillinger's work is reportedly the first in Germany to make use of the French-devised group dynamics technique known as Etude Psychologique, or EPSY, a largely non-verbal exchange between groups of 10 or 12 people during one or more fourteen-hour-a-day sessions. Analysis by an interdisciplinary team takes place after the sessions are completed.

For the Schillinger study, four groups were used: one each of male and female trade apprentices, and one each of male and female high school students. All respondents were between the ages of 16 and 18.

Schillinger says Riesman's other-directed typology surfaced in all groups throughout the work, characterized in general by reaction to exterior signals, behavior flexibility, and a willingness to adopt norms for group acceptance. Among the topics discussed, work produced the most agreement, but also the most alarm among the analysts. Respondents were pessimistic, skeptical, and fatalistic. Work's reward was seen as security rather than material gain, and it was generally assumed that most occupations are "boring and frustrating," according to Schillinger.

Such findings could mean that advertising to European youth should avoid showing them in work situations because they probably do not associate good feelings with the job site.

Banking on It

Other presentations on research showed that youth resent promotional approaches that co-opt their lifestyle trappings for commercial purposes.

For instance, Ulrike Hollmann of Munich's Hypo-Bank AG, explained why the bank had failed to attract new youth accounts when it used a "lifestyle" scheme.

A "youth counter" was set up, manned by a young teller dressed "unconventionally," Hollmann said. Street windows emblazoned with motorcycles, windsurfers, and other youth trappings announced the move. Yet, young clients preferred to wait in line at a "normal" teller's window. Some probing revealed that

youth felt the scheme was condescending to them when they wanted to be treated like adults.

(Like adults, most young West Germans have bank accounts. Only 6 percent of those between ages 14 and 19, and 2 percent of those between ages 20 and 29 do not have bank accounts.)

A more positive experience was reported from France by Armelle Le Bigot-Macaux of the child-study group Institut de l 'Enfant in Paris. The country's Credit Industrial et Commercial bank recently launched a special account and bank card for people between the ages of 13 and 18. A special advertising campaign was used. After just two months nearly 3,000 new accounts had been opened in the Paris area alone.

Le Bigot-Macaux, concentrating on the forms of goods distribution with which she said most French youth are familiar, said the mail-order catalog is a strong influence on children who participate in family buying decisions. She said "the involvement of children in buying food will probably increase with the development of women working outside the home and of single-parent families."

Using Fantasy

Skepticism has no place in the fantasy world. But advertising that successfully translates and communicates youthful fantasies without condescension can be an effective marketing tool. So concluded Marc Gilles, director of Marc Gilles et Associes of Paris.

Gilles' group penetrated the fantasy world by conducting 400 90-minute qualitative interviews with people aged 15 to 20 and 500 with the 16-to-25-year-old age group. A further 500 interviews in five European countries in connection with the launch of an American-blend French cigarette has also been undertaken.

Gilles' research among 15-to-25-year-olds found that product usefulness, cost, and durability have little influence on this age group's choice of brand. References to the "codes" of this market, on the other hand, are essential in advertising, according to Gilles. These can include "acidic" colors, fetishes, ritual makeup — even harsh, angular ad formats that mimics concert stage lighting and laser beams.

As an example, Gilles cited the highly successful, award winning subway campaign in Paris, and a number of advertising campaigns for jeans.

For years, the capital city's Metro had a stuffy image associated with older people. The ongoing campaign, consciously aimed at and using youth, has changed that and increased underground traffic at the same time, Gilles said. The campaign is built around the yellow-and-brown Metro ticket which, he adds, has become an "object symbol" to youth.

Jeans in the fantasy world are "a protective, coating shell" and appeals to French youth for this product tend to emphasize uncertainty and normal anxiety, but not skepticism or pessimism. Extravagance characterizes much of this advertising, about which Gilles warns:

"When acceptable extravagances do not exactly fit the code and explode in all directions without having built up . . . an agreed code from the beginning," credibility suffers.

A similar conclusion was drawn from research into how children use television advertising, the results of which were presented by Emer Rodnight and David Williams of Ogilvy & Mather, London.

O & M's exploratory study involved semi-structured interviews of about 90 minutes with 30 school children between the ages of 7 and 13. Adults from the fields of advertising, television, education, and psychology were also interviewed.

After desk research, two aims were to investigate child reactions to instructional campaigns such as street safety compared with straight commercial spots, and also to attempt to derive rules for producing children's commercials in each category.

The study concluded that no "push-button" formula could be devised for such commercials, but did develop evidence to show that "there is probably an even broader range of creative advertising possibilities for communicating to children about any given product or topic than is commonly supposed."

O & M found that "communications distortions (with children) are most likely to occur when significant symbols are applied superficially (and) are perceived to be inappropriate."

Adults varied in their ability to predict how the children would react to 16 stimulus spots, possibly be-

WHAT MAKES JEAN-PAUL RUN?

A French researcher more well-placed than some to advise North Americans on French youth is Joel Yves Le Bigot, president of the Paris-based Institut de L'Enfant. Le Bigot, whose wife is American, has worked in the United States and with IBM.

"U.S. youth trends used to arrive in France at least a year after they were observed in America, but it doesn't seem to take that long now," observed Le Bigot.

If the child is not king in France, he's at least a prince, Le Bigot said. Pre-schooling starts at age 2 "and by age 18 French youth are nearly autonomous — despite the fact that more than half of them remain at home until they're age 25," he said.

French youth, in Le Bigot's view, are very health conscious — "but not with easy solutions like diet soft drinks." And the enormous success of fast-food chains in recent years? Le Bigot responds, "The French people are very practical; youth is no different. They appreciate the practical side of fast food."

Le Bigot's group annually publishes four analyses of France's under-25 market in the categories of 3 years and under, ages 4 to 7, ages 8 to 14, and ages 15 to 25. For more information write Institut de L'Enfant, 12, rue du Mont-Thabor, 75001 Paris, France. Telephone 260-3034. •

Peter Inserra

cause of a child's "remarkable capacity to notice and remember detail, and to reinterpret material in terms of (his) own interests and preoccupations." This factor "makes it virtually essential to carry out qualitative communications research among target-market children prior to launching any new campaign," advised the researchers.

O & M determined that their child study group easily distinguished between commercials and programs and a majority preferred adult, mainly family-type programs to those aimed at children.

Children considered commercials "entertainment" when, among other qualities, they were brief, simple, direct, used visuals such as animals and bouncing babies, employed jingles and catch-phrases — and portrayed adults behaving foolishly or childishly. Commercials having adults or children "getting away with" certain forms of "forbidden behavior" were also riveting.

Children will resist instructional commercials when they feel manipulated, as other research has shown, by inappropriate use of cartoon characters or other symbols they know.

For instance, an anti-smoking commercial using Superman as spokesman was greeted negatively because the group perceived that the commercial makers assumed that all children liked the character. They saw it as manipulation. Conversely, a cartoon commercial that presented street safety as "smart and grown up" was well received.

Broad-Based Competition

Unlike recent findings on U.S. teenagers, Western Europe's teens are now more aware of "value of money." High unemployment and tight economies have affected teenagers' incomes along with everyone else's.

"CHILDREN WILL RESIST INSTRUCTIONAL COMMERCIALS WHEN THEY FEEL MANIPULATED BY INAPPROPRIATE USE OF CARTOON CHARACTERS OR OTHER SYMBOLS THEY KNOW."

Anjala Ahluwalia, associate director of Cocks Williamson Associates of London, and Sarah Wilders, CWA senior executive, devoted their comments to the marketing implications of teenage development and lifestyle.

Product imagery and the status it conveys to the user are two of the factors that have enabled Pepsi-Cola to retain its second-ranked position in the United Kingdom despite heavy advertising and price-cutting by competitors.

Food and drink products aimed at the teenage market have to take into account palate changes that occur as adolescent hormones change.

As in U.S. markets, the two U.K. researchers have noticed that teenagers now have a greater ability to influence family purchases than they did a few years ago — especially when new technology is the object of the purchase. A CWA study showed that 38 percent of 11-to-13-year-olds wanted a home computer last Christmas and 42 percent of those aged 14 to 16 asked for a video recorder.

Ahluwalia and Wilders gave some parting advice: ". . . sensitive research is fundamental to an understanding of the dynamics and processes underlying market developments, which provides crucial insight as to whether a phenonomen is indeed a fad or a trend."

(Some widely-held views about affinity between children and computers were contradicted by research findings at the seminar. Yves Rickebusch and Bernard Masoliver of Paris's Institut Francais de Demoscopie, said they have found that adolescents don't "take naturally" to computers and that marketing strategies which aim for home sales through the young are flawed.)

Session chairman David Cocks said the ESOMAR seminar reinforced the notion that ". . . the consumer is king again. Key brand concentration is becoming ever more decisive in the marketplace. The teenager is growing up with a hard-nosed attitude and increasingly sophisticated lifestyle with more demand for quality. Producers have to, and I believe will, adapt to these changing conditions."

Papers from the seminar, "Marketing to Children and Young Consumers" are available in book form from ESOMAR, Central Secretariat, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands. The price is 80 Swiss Francs. •

—Peter Inserra

Peter Inserra is International Demographics' *Paris correspondent.*

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ulation Activities (UNFPA), 220 East 42nd St., New York, NY 10017. An annual subscription is $14.00.

On-Line in Europe

A study of the medium-term prospects for the information industry in Europe has been completed by the European Information Providers' Association.

The study is intended for participants in the electronic information industry, those who supply the industry and the users of its services, and those companies and organizations that expect to invest in the business of data bases and other computer-based information.

Copies of the report, "Survey of the European Information Industry: Its Electronic Developments" are available to non-members for $2,200 from European Information Providers Association, 250 Kings Road, Chelsea, London SW3 5UE, England.

An 18-times-a-year newsletter on developments in the European on-line information service and data base industry is available from International Planning Information, Inc. *Infotecture Europe* covers official European Community policies, new entrants into the on-line information market, new data bases and services coming on-line, developments with Euronet and national networks, and lists of exhibitions, conferences, and meetings, among other items. For more information, contact International Planning Information, Inc., 164 Pecora Way, Portola Valley, CA 94025; telephone (415) 854-7306.

Going International

To help executives and their families who are assigned abroad, Going International has produced four training films which can be purchased or rented. The films focus on different areas — understanding cultural differences, doing business with foreigners, families living abroad, and returning to the United States when the overseas assignment is completed.

For more information on the films, contact producer Lennie Copeland, Going International, 3454 Sacramento St., San Francisco, CA 94118; telephone (415) 921-4410.

Entering or changing jobs in the international field can be a mystery. *International Employment Hotline*, a newsletter that lists job opportunities country-by-country, can help. Special topics such as overseas opportunities for scholars and educators, and careers in diplomacy are covered. Subscriptions are $26.00 a year. For more information, contact International Employment Hotline, Post Office Box 6170, McLean, VA 22106.

British Tune-Ups

A survey of 1,000 motorists in England found that over two-fifths prefer to service their own cars. Of survey respondents who said they would rather not service their own cars, half take their cars to a garage for service, according to a report from Runzheimer and Company, Inc. in its quarterly publication, *Runzheimer on Cars & Living Costs.*

Runzheimer also reports that the most recent import data jumps Japan ahead of all other importers of tires into the United States. Canada, which formerly held first place, has slipped to second, followed by South Korea. Brazil has jumped from tenth place to fourth.

Runzheimer and Company, Inc., is located at Runzheimer Park, Rochester, WI 53167.

ESOMAR Congress Seeks Speakers

For the first time ESOMAR is paying a small fee for papers accepted for the general session of its annual Congress, and in addition, it will give awards to three of the papers judged as best.

The 1985 Congress will be held in Weisbaden, September 1-5. The stated aim is to "review recent progress in widening the scope of market research and to assess what still remains to be done.

General sessions will cover these broad areas: research for corporate and strategic planning, new developments in data collection and data analysis, broadening the subjects of research, extending the geographical field for research, and the research environment. Smaller market/subject sessions will be held on International/multi-country research, East-West cooperation, energy, transportation and the environment, industrial marketing research, and marketing management information systems.

Synopses of papers for consideration must be submitted no later than Saturday, Nov. 24, 1984. For more detailed information on the Congress, how to submit papers, or to be added to the mailing list for Congress registration or exhibiting information, contact ESOMAR Central Secretariat, J. J. Viottastraat 29, 1071 JP Amsterdam, The Netherlands.

Western European Markets

Twenty-one countries of Western Europe are included in a new International Trade Administration publication, "Growth Markets of the 1980s: Western Europe," which analyzes market opportunities in each country and includes a product-category index. Order for $1.50 from the U.S. Department of Commerce, Sales and Publications, Room 1617, Washington, DC 20230. •

Coming Next Month

The establishment of off-shore businesses on Cyprus is changing the marketing climate there.

The array of languages present in the African continent causes problems for companies trying to market their wares.

International Demographics' 1984 Cumulative Index will appear in the December issue — an invaluable research tool.

In future issues: detailed profiles on Malaysia, Rio de Janeiro, an update on changing population trends in Mexico, more profiles on marketing research firms with offices in the United States. •

Regions

Europe

England, Wales

The Office of Population Censuses and Surveys' June, 1984 *Monitor* reports that the estimate of resident population for England and Wales on June 30, 1983 is 49,653,700 — only .04 percent higher than the 1981 estimate. However, population shifts within the country caused some changes in estimates for specific areas.

According to the *Monitor*, "Regionally, East Anglia showed the greatest growth — 1.6 percent — between 1981 and 1983, followed by the South West — 1 percent. The North and North West both experienced population declines of at least 0.5 percent. Within the South East Region the long-standing decline in Greater London's population, and particularly Inner London's continued up to mid-1983; for Inner London the decline was 1.6 percent" during the period. Wales lost about 0.2 percent of its population between 1981 and 1983.

Nonmetropolitan counties continued to gain population — about 0.5 percent more. Metropolitan counties decreased about 0.7 percent. Of the metropolitan counties, Merseyside lost the most population between 1981 and 1983 — 1.4 percent.

Some nonmetropolitan counties also lost population, but not significantly. West Glamorgan had the highest loss at 1.4 percent. Others with losses of 1 percent or less of their population include Cleveland County, Derbyshire, Humberside, Durham, Lancashire, Nottinghamshire, Staffordshire, Surrey, Gwent, and Mid Glamorgan. Gainers among nonmetropolitan counties were Berkshire and West Sussex (1.9 percent); Dorset and Suffolk (1.8 percent).

The same issue of the *Monitor* provides the latest estimates for local authorities and health authorities in England and Wales. Copies are available from Information Branch (Dept. M), Office of Population Censuses and Surveys, St Catherines House, 10 Kingsway, London WC2B 6JP.

Scotland

The 1981 Scottish census counted 5 million people, 4.5 million of whom were born in Scotland.

Of the resident population, 6 percent were 4 years old or younger, 17 percent were ages 5 to 15; 14.9 percent were ages 16 to 24; 25.6 percent were ages 25 to 44. Scotland groups older men and women differently by age. Men aged 45 to 64 and women aged 45 to 59 made up 19.5 percent of the population. Men aged 65 plus and women aged 60 plus made up 16.8 percent of the population.

As in most developed countries, the younger groups are smaller than they were in 1971, while groups over age 16 are proportionally larger than they were in 1971.

Men and women have both gained in higher education. Thirteen percent of men over age 18 had some college, compared with only 8 percent in 1971. A slightly higher percentage of women — 13.6 percent — had some college, compared with 9.2 percent ten years before.

The percentage of men who work is decreasing while the percentage of married women who work is increas-

ing. Only 90.5 percent of men aged 16 to 64 were economically active in 1981, compared with 93 percent in 1971. Among married women, aged 16 to 59, participation in the labor force has risen from 46 percent in 1971 to 57 percent in 1981. However, the participation rate for women who are not married has decreased, possibly because more younger women are in school longer. That rate went from 76.7 percent of women in 1971 to 71.5 percent of women in 1981.

Manufacturing and agriculture are losing employees while distribution, catering, and other services are gaining, much as in other industrialized countries. Ten years ago, 34.6 percent of the working population was employed in energy, water, and manufacturing. In 1981, only 27.3 percent worked in those areas. At the same time, employment went from 45.5 percent in distribution, catering, and other services to 53.4 percent in 1981.

The car has risen in popularity in Scotland as a means of traveling to work. In 1971, 28.5 percent of the working population said they went to their jobs by car. By 1981, that had risen to 44.7 percent. Walking and bus travel have both declined. About a third of the people in 1971 said they commuted by bus. By 1981, only a quarter did.

Homeownership has increased in Scotland from 29 percent in 1971 to 35 percent in 1981. There was a significant decrease in the number of housing units with no bath or shower, from 12 percent of units in 1971 to only 2 percent of units in 1981.

Scottish households still have, on average, less than one car. Nearly half of all homes have no car, and 40 percent have one car. Only 11 percent have two or more cars, but that is twice as many as ten years ago.

Household size has decreased only slightly, from 3 persons per household in 1971 to 2.8 people per household in 1981. About a quarter of the population lives alone. Fifteen percent of households with children have only one child. About 15 percent of children aged 16 and under have mothers who work full-time.

Detailed 1981 census information is available from Census Customer Services, GRO Scotiand, Ladywell House, Ladywell Road, Edinburgh EH 12 7TF.

Asia Pacific

Australia's Women

Australia's working women are much like those in other developed countries, according to a report from SRG Australia, called "Women: The Quiet Revolution."

The survey was conducted for J. Walter Thompson and involved 434 personal interviews with a random sample of women between the ages of 18 and 64 in Sydney and Melbourne.

Among other things, it found that two-thirds of working women are married, that 55 percent of married working women work full-time, that 54 percent of non-working women plan to rejoin the work force, that 50 percent of working women regard their jobs as a career, and that half of the working women have children under age 18.

Only 13 percent of women in the two cities fell into the "traditional housewife" category — married with children, and intending to stay at home.

More information about the survey is available from SRG International, Ltd., 80 East 11th St., New York, NY 10003.

Africa

South Africa

Marbles with an international twist may soon be the fad toy of the United States market.

South African children are trying out a Dutch toy — marble-like plastic-coated magnetic balls called Clickets — before the toy is launched into the U.S. market. Twenty million of the balls were sold in South Africa between January, when they were introduced, and August. A factory is being built in Ciskei — one of the black homelands — to make the toys for export. The American launch is expected to require 400 million balls. •

Australian Women in the Labor Force: 1977-1982

(numbers in thousands)

year	total employed	unemployed looking for full-time work	unemployed looking for part-time work	total unemployed	total labor force	not in labor force	civilian population aged 15 and over	unemployment rate (percent)	participation rate (percent)
MARRIED FEMALES									
1977	1,382.0	42.7	31.9	74.6	1,456.6	1,950.4	3,407.0	5.1	42.8
1978	1,356.5	49.8	34.1	83.9	1,440.4	1,958.7	3,399.1	5.8	42.4
1979	1,356.3	40.0	32.2	72.2	1,428.5	2,035.9	3,464.4	5.1	41.2
1980	1,394.7	39.5	34.1	73.6	1,468.2	1,992.9	3,461.1	5.0	42.4
1981	1,423.3	44.0	34.5	78.4	1,501.7	2,030.2	3,531.9	5.2	42.5
1982	1,432.1	47.3	36.6	83.9	1,515.9	2,055.2	3,571.2	5.5	42.4
ALL FEMALES									
1977	2,132.7	112.8	56.3	169.1	2,301.8	2,878.4	5,180.2	7.3	44.4
1978	2,135.3	136.8	49.3	186.2	2,321.4	2,964.5	5,285.9	8.0	43.9
1979	2,135.0	137.5	48.5	186.0	2,321.0	3,061.3	5,382.3	8.0	43.1
1980	2,256.6	141.6	52.1	193.7	2,450.3	3,027.2	5,477.5	7.9	44.7
1981	2,313.0	132.1	50.5	182.6	2,495.6	3,089.8	5,585.4	7.3	44.7
1982	2,337.9	152.8	57.2	210.0	2,547.9	3,152.0	5,699.9	8.2	44.7

Source: Yearbook Australia 1983 No. 67, *Australian Bureau of Statistics.*

Publications

World Tables, The Third Edition, Volume 1 — Economic Data; Volume 2 — Social Data, 1983, Baltimore: Johns Hopkins University Press, Volume 1, 608 pp., $50.00 hardcover, $25.00 paper; Volume 2, 192 pp., $25.00 hardcover, $12.50 paper. Two-volume set, $65.00 hardcover, $32.50 paper. Order from The World Bank Book Store, P.O. Box 37525, Washington, DC 20013.

This is the third edition of *World Tables* (the previous two were published in 1976 and 1980) which provides time series of economic variables for countries and country groups. Volume 1 shows basic and derived economic indicators covering population, national accounts, prices, balance of payments, external public debt, external trade, central government finances, and industrial statistics.

Volume 2 — *Social Data* — shows time series data covering demographic characteristics, health and nutrition, education, employment, income distribution, and consumption. The consumption variables include such items as energy consumption, passenger cars per thousand, and TV receivers per thousand. The latest data given are for 1981.

Census 1981, Key Statistics for Local Authorities, Great Britain, 1984, London: Office of Population Censuses and Surveys, 172 pp., 9.10 pounds. Order from Her Majesty's Stationery Office, 49 High Holborn, London WC1V 6HB, England or from Bernan Associates, 9730-E George Palmer Highway, Lanham, MD 20761.

This publication gives a selection of over 100 key census statistics for the 459 local government districts in Great Britain, the 54 counties of England and Wales, the 9 regions in Scotland and the 8 standard regions of England, as well as for the constituent countries of Great Britain. Tables include total population, age structure, country of birth, social class, higher education, economic activity by age and marital status, industry of employment, unemployment by age and sex, travel to work, availability of cars, number of households, household size, economically active adults, households with children, single-parent households, size of housing, and amenities.

Lives: Chinese Working Women, edited by Mary Sheridan and Janet W. Salaff, 1984, Bloomington, IN: Indiana University Press, 258 pp., $17.50 cloth, $8.95 paper. Order from Indiana University Press, Tenth and Morton Streets, Bloomington, IN 47405.

This book presents a series of portraits of working women in China, Taiwan, and Hong Kong. Using the life history method of research, nine authors explore the effects of social structures on individual women working in different settings and living under contrasting political regimes.

The volume is divided into three parts, by cultural area and time period. Part I describes the older generation who lived in China before 1949, profiling a nun, a peasant, and a stevedore. Part II introduces younger women of Taiwan and Hong Kong who are garment workers, electronics workers, and waitresses. Part III focuses on the lives of women involved in the revolution and reconstruction in China, ending with a view of China's modernization through the life of a pigsty keeper.

A chapter describing the life history method introduces the book as a whole, and each part begins with a chapter introducing the biographies that follow. Chapter 2 reviews Western literature on Chinese women and gives some historical background on women's roles; chapters 6 and 10 discuss other fieldwork methods used by the authors.

This book challenges old stereotypes and dramatizes the human factors in the processes of modernization and social change. For everyone who wishes to gain insight on the roles of Chinese women at work and in their families, as well as on the complex changes that have occurred during this century in China, Taiwan, and Hong Kong, this fascinating collection is essential reading.

State of the World 1984: A Worldwatch Institute Report on Progress Toward a Sustainable Society, by Lester R. Brown, William Chandler, Christopher Flavin, Sandra Postel, Linda Starke, and Edward Wolf, 1984, New York: W.W. Norton & Company, 252 pp., $15.95. Order from W.W. Norton & Company, Inc., 500 Fifth Avenue, New York, NY 10110.

This is the Worldwatch Institute's first progress report on the state of the global resource base — land, water, energy, and biological support systems. To be published annually, the report evaluates worldwide progress toward a sustainable society — one in which the economic and social structures are successfully adjusting to changes in the underlying natural resource base. "The intent is not merely to describe how things are," states project director Lester R. Brown, "but to indicate whether they are getting better or worse."

Focusing primarily on how changes in the worldwide resource base affect economic systems, chapters in the report analyze soil erosion and deforestation, population growth, dependence on oil, recycling of various materials, the economics of nuclear power, sources of renewable energy, the future of the automobile, food supplies, and economic policies and priorities.

This is a report designed for policymakers. It not only shows where gains have been made and where more effort is needed, but also provides a set of guidelines to evaluate policy options and budgetary priorities. Intensely practical, the report describes technological innovations that are helping create a sustainable society, clarifies global economic connections that policymakers often overlook, reviews the policies and programs of various nations, and surveys significant financial commitments made by governments and international development agencies. With a wealth of tables and figures, and a complex index, this is bound to be a useful

sourcebook for anyone concerned about the future of our world's resources.

India's Demography: Essays on the Contemporary Population, edited by Tim Dyson and Nigel Crook, 1984, Atlantic Highlands, NJ: Humanities Press, Inc., 235 pp., $16.00. Order from Humanities Press, Inc., Atlantic Highlands, NJ 07716.

According to the 1981 census, India's population has doubled since its independence, and grown steadily at an annual rate of 2.2 percent since 1961. But these facts mask the complexity of change in India's fertility and mortality rates in the last 20 years, say editors Tim Dyson and Nigel Crook.

For one thing, "there are reasonable grounds for thinking that the country has experienced a reduction in its rate of population growth" rather than the steady growth reported by government sources, state the editors. They suspect that India's 1971 census coverage was especially poor, and therefore that the rate of population growth during the 1971-81 period was actually less than 2.2 percent. "India's population probably grew faster than 2.2 percent per annum during 1961-71, but slower than that figure during 1971-81," conclude Dyson and Crook in their provocative introduction.

Based on a conference on India's population held in December 1982 under the auspices of the British Society for Population Studies in Oxford, England, the papers in this volume deal with issues arising from India's 1981 census. Beginning with a general consideration of the levels and trends in all-India mortality and fertility, these essays cover regional sample surveys, health policy, family planning, and village-level demography. Designed to define the current state of knowledge about India's population and to suggest future research topics and policy changes, the book is of interest to demographers and developers alike.

Health Care in East Africa: Illness Behavior of the Eastern Oromo in Hararghe (Ethiopia), by W.F.L. Buschkens and L.J. Slikkerveer, 1982, Atlantic Highlands, NJ: Humanities Press, Inc., 142 pp., $12.50. Order from Humanities Press, Inc., Atlantic Highlands, NJ 07716.

According to The World Bank, 1.2 billion people in the Third World have no access to a modern public health facility. The shortage of medical facilities and personnel is especially severe in rural areas, where 75 percent of the population of developing nations is located, and where infectious and parasitic diseases are still prevalent. Even where modern health facilities exist, they are often underused by the people they are supposed to be serving.

Ethiopia, a developing nation with a generally poor state of health and low life expectancy, illustrates these health care problems. In their analysis of the health situation among the Eastern Oromo of Ethiopia, authors Buschkens and Slikkerveer studied how the members of this group view and make use of the traditional, transitional, and modern health care systems that are available. Focusing in particular on why the Eastern Oromo make so little use of the modern health services offered in rural clinics, the authors conclude that the substantial geographic, economic, and socio-cultural distances between the people and the providers of health services discourage full use of the modern health care system.

Besides suggesting topics for further study, Buschkens and Slikkerveer conclude with several practical recommendations: send mobile medical teams to villages at regular intervals to provide treatment and referrals to modern health facilities; bring down the cost of treatment and medicines and subsidize transportation of the seriously ill to hospitals; and train selected Eastern Oromos to replace the health workers from other ethnic groups now serving at the existing facilities. In addition, the authors recommend the establishment of local health advisory councils, improvement of village sanitation systems, and the inauguration of local health education programs.

While this book presents research on the health delivery problems of a specific ethnic group in Ethiopia, policy-makers and students of other developing areas of the world will surely find applications to their own health care situations.

Highlights: 1981 Census of Canada. Ottawa: Statistics Canada, 1984, 52 pp., $6.00. Order from Casual Sales Unit, Central Inquiries Service, Statistics Canada, Ottawa, Ontario K1A OT6. Make check payable to Receiver General for Canada.

This is a compendium of six articles that first appeared between June and December 1983 in the *Canadian Statistical Review*. Written by demographers and economists expert in the analysis of census data, it elaborates on selected data from the 1981 census.

The West European City: A Social Geography, by Paul White, 1984, New York, NY: Longman Inc., 269 pp., $13.50. Order from Longman Inc., 1560 Broadway, New York, NY 10036.

As the first survey of the urban social geography of Western Europe written in English, this book offers a detailed outline of the spatial structures of European urban societies and focuses on the specific problems of migrant segregation, inner-city renewal, and suburban expansion.

Beginning with an emphasis on the historical legacy of the West European city, the author compares the urban societies of Europe with those in the New World. He continues with chapters on housing and demography in the West European city, and an in-depth discussion of domestic, international, and intra-urban migration. The concluding chapters cover the social distribution and changes in Europe's cities today, treating such topics as social class and location, behavior in social space, city-center depopulation, urban renewal, gentrification, new town creation, and the expansion of working-class suburbs.

Prepared as a text for students of geography, urban studies, planning, and European studies, the book is a useful source for those interested in tapping into European urban markets. Index, maps, and tables are included. •

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